

# EXPLORE

WINTER/SPRING 2014

RIVERSIDE

## Live Nation

*Comes to Riverside*

## ePlan Review

# 26 in 26

## Riverside Reconnects

*Grant gets feasibility study underway*

## GREEN Page

# 2014

Park & Recreation  
Winter/Spring Activity Guide





City Hall  
3900 Main Street  
Riverside, CA 92522

City Hall Hours:  
Monday – Friday, 8 a.m. – 5 p.m.

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### Mayor

Rusty Bailey

### City Council Members

Mike Gardner	Ward 1	Chris Mac Arthur	Ward 5
Andy Melendrez	Ward 2	Jim Perry	Ward 6
Mike Soubirous	Ward 3	Steve Adams	Ward 7
Paul Davis	Ward 4	<b>City Manager</b>	
		Scott C. Barber	

Connect with us!  
(877) 748-7433

[www.ExploreRiverside.com](http://www.ExploreRiverside.com)  
[econdev@riversideca.gov](mailto:econdev@riversideca.gov)



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**Verizon Cable Channel 21**  
**AT&T Cable Channel 99**

or watch online at  
**WatchRiverside.com**

Programs include:  
Live City Council Meetings  
Riverside Today  
Historic Destinations  
Active Riverside  
Face 2 Face  
Flavor of Riverside  
Made in Riverside  
Gardening with Lucy  
My Kind of Town

Special Events, such as  
Festival of Lights  
Long Night of Arts & Innovation  
High School Football

For more information call  
(951) 826-5964 or  
[gTV@riversideca.gov](mailto:gTV@riversideca.gov).

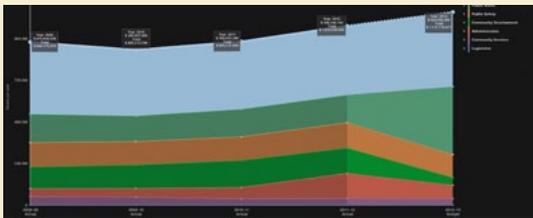




## **OPENGOV** provides fiscal transparency

*Riverside residents can explore and analyze City financial data on the internet.*

Recognizing that easy access to the City's financial data is of increasing importance today, the Finance Department recently partnered with a company called OpenGov to increase the transparency and availability of the City's budget and financial transaction data online. Finance Department staff continue to work with OpenGov to improve the portal's functionality and expand access to the City's financial data. The latest version of the portal is linked from the Finance Department's webpage and is accessible directly at <http://riverside.opengov.com/transparency>.



Currently, the portal contains information regarding five years of the City's budget and actual information at the account level of detail. New functionality currently under development will expand the capabilities of the portal to include transaction-level and vendor-level detail.

## **Local students stimulate Riverside's economy**



Riverside's local economy has long benefited from the economic impact generated by having almost 50,000 college students in the city. A host of retail, food service and entertainment establishments get a boost every time a student plunks down a few dollars for a meal, a cup of coffee or a show. The institutions themselves are major employers, including faculty, staff and support jobs. And that level of employment has grown.

The University of California, Riverside has added more than 300 jobs since April 2012, increasing the overall economic impact of UCR, estimated at \$1.4 billion annually. UCR students spend \$450 million per year in the area, which helps UCR support 16,300 local jobs.

California Baptist University has increased employment by 44 jobs

in the past year, the latest step in a long-term growth pattern. Under the leadership of Dr. Ronald L. Ellis, enrollment has grown nearly nine-fold at CBU from 808 in 1994 to 7,144 now. During that same period, the university's operating budget has increased from \$11.3 million to \$189.5 million in fiscal year 2014, an increase that has an immediate and positive impact on the City's overall economy.

Riverside City College increased employment in 2013 by 35 full-time-equivalent positions, while La Sierra University increased its full-time-equivalent jobs by 42. La Sierra also enjoyed worldwide attention when its new Tom and Vi Zapara School of Business at La Sierra University was named the #1 Most Beautiful Business School in the World by [TopManagementDegrees.com](http://TopManagementDegrees.com).



The City of Riverside Community Development's Historic Preservation, Neighborhoods, and Urban Design Division will be collaborating with the Riverside Neighborhood Partnership (RNP) and Riverside residents to create 26 neighborhood strategies in a 26 month time frame, 26 in 26.

With a citizen-led vision to bring neighbors closer together, the City and RNP hope to help identify available assets, define the needs of neighborhoods, and facilitate connections.

Through 26 in 26, Neighborhoods staff and RNP will develop a public process and neighborhood strategy that will be applied to help each neighborhood maintain or advance towards its full potential. Implementation of each strategy will be borne by

the residents of the neighborhoods and other partners, in addition to the City for a collaborative result and ongoing effort.

The public will be engaged throughout the entire process beginning in early 2014 with kick-off events where all residents are welcome to attend. The kick-off events will be followed by several smaller community meetings throughout the process.



Neighborhoods staff recently authored a Public Engagement Grant application for the Davenport Institute through Pepperdine School of Public Policy for the 26 in 26 project. In what was the most competitive year for the Davenport Institute grant program, with nearly 40 municipalities and civic organizations applying, the City of Riverside was awarded one of four grants for consulting services that will be utilized for the 26 in 26 project for leadership training.

**For more information on the 26 in 26 program call (951) 826-5168.**



## In Progress: Ysmael Villegas Community Center and Park improvements

The City of Riverside Parks, Recreation and Community Services Department is thrilled to announce improvements coming to Ysmael Villegas Community Center and Park! Due to be completed in November 2014, the Community Center renovations include a 1,300 square foot expansion for a new entry and lobby, renovation of the 6,100 square foot multi-purpose room, a full-service kitchen, renovated interior offices,

community meeting rooms and a new youth recreation room. Park improvements include parking lot renovations, new courtyard entry plaza with veterans memorial, soccer field renovation and extensive landscape and irrigation improvement. **For more information visit [RiversideCA.gov/parks\\_rec](http://RiversideCA.gov/parks_rec).**





# Riverside Reconnects welcomes more than 2,500 visitors aboard



Riverside residents intrigued by the possibility of streetcars coming back to the city were able to tour one in downtown Riverside this past November through a cooperative arrangement with its manufacturer, Siemens, and the San Diego Metropolitan Transit System (MTS).

The 80-foot, bright red state-of-the-art vehicle manufactured in Sacramento made a full-day stop in Riverside en route to San Diego, and rested on a temporary rail system on the streets of Downtown. Allowing over 2,500 visitors to get an up-close view, the streetcar showcased the kind of transportation that is transforming mobility in cities around the country.

Streetcars once rolled through Riverside as part of a regional network that connected Southern California. The proposal to bring streetcars back to the city through the "Riverside Reconnects" program received a boost when Caltrans awarded the City a \$237,500 transportation planning grant to cover much of the cost of a year-long feasibility study.

The study will examine costs and ways to pay for such a system, as well as how a system could affect property values and attract investment to areas along the proposed routes, where approximately 200,000 people live, work or attend school nearby.

Additionally, the study will determine if a streetcar network can link downtown Riverside with UC Riverside along University Avenue and connect downtown Riverside with much of the rest of the city along Magnolia Avenue.

"Riverside Reconnects has the potential to strengthen connections between neighborhoods while spurring increased economic development," Mayor Bailey said. "Such a streetcar system also would help us attract the emerging workforce of young professionals who are embracing a lifestyle that does not necessarily include a car. These next-generation workers are looking for places that fit their needs, and Riverside can be just such a place."





### Public Works activity continues throughout the City to improve our community



#### Grade Separation Projects

The City's \$220 million program to construct grade separations along the City's most heavily traveled corridors is making steady progress as the Iowa Grade Separation was just constructed, and is soon to be landscaped. The Riverside Grade Separation kicks off as the sixth grade separation project in six years to start construction. Four grade separation projects are now complete on Jurupa, Columbia, Magnolia and Iowa.

Over the next two years, the Riverside and Streeter Avenue projects will be completed bringing \$68 million in investment to our community, supporting jobs and economic growth, while also improving our overall quality of life. Completion of all six projects will eliminate delays for thousands of cars daily, reduce train horn noise and eliminate 24 tons of greenhouse gas emissions per year.

#### Quiet Zone Update

The City is in the final stretch to establish the first section of Quiet Zone in Riverside along the Burlington Northern Santa Fe (BNSF) corridor from Buchanan Street to Jane Street. Since February 2011, the City

has developed and implemented the first two phases of work to establish a Quiet Zone along this stretch of railroad tracks by installing new concrete panels, closing Jane Street, and constructing street and pedestrian improvements. Next, BNSF will replace the existing railroad warning devices with new devices which will allow the horns to be silenced. This phase should be completed by the end of 2014. The next section of the Quiet Zone will include Cridge Street and Panorama Road. This area will be improved after completion of the Highway 91 HOV project currently under construction.

#### Arterial Road Improvements

Our 3-Year Pavement Preservation and Rehabilitation Program is well underway with improvements to several arterial corridors completed with more planned for this year. Over eight miles of arterials have been improved so far:



#### Completed:

- Canyon Springs (Eastridge to Day)
- Jackson (California to Van Buren)
- Main (3rd Street to SR 60)
- Magnolia (Central to Jurupa)
- Market (Houghton to 14th)
- Van Buren (Garfield to Jackson)

#### Under Construction:

- Jackson (Indiana to Lincoln)
- La Sierra (Diana to Schuyler)

#### Upcoming:

- Cole (Van Buren to Krameria)
- Indiana (Victoria to Tyler)
- Magnolia (Jackson to Arlington)
- Trautwein (Alessandro to Van Buren)
- Victoria\* (Tyler to Van Buren)

\*to be completed after construction of storm drains.





## LIVE NATION COMES TO THE FOX

***The country's leading provider of live entertainment will operate Riverside's historic Fox Performing Arts Center and the Riverside Municipal Auditorium.***

The City Council approved a contract with Live Nation, the country's leading provider of live entertainment, to operate Riverside's historic Fox Performing Arts Center and the Riverside Municipal Auditorium.

"This is an exciting opportunity for the City of Riverside," Mayor Rusty

Bailey said. "This contract will provide Riverside with a world-class entertainment provider to match our world-class facilities."

Live Nation officials have said they expect the Fox Theater to expand upon the current programming to include theater, family events and a wide range of musical artists, including adult contemporary, classic rock, R&B, Latin and country.

The contract for the Fox Theater took effect December 1, 2013 and management immediately began recruiting staff and booking shows. The contract for the Municipal Auditorium takes effect March 1, 2014 with both contracts including two three-year renewal options. Ben Weeden, chief operating officer for Live Nation's House of Blues Entertainment division said, "These are world-class venues and we look forward to booking them, managing them and operating them as such."

The Fox Performing Arts Center contract includes promises to schedule four to six Broadway series subscriptions and promote a variety of programs and events. The goal is to promote 60 events in the first year, 65 events in year two, 70 events in year three, 75 events in year four and 80 events in year five.

The Riverside Municipal Auditorium has promised to promote, produce, present, or provide 50 events in the first year, 55 events in year two, 60 events in year three, 65 events in year four and 70 events in year five.

Live Nation's fresh and modern vibe will surely serve as a welcomed accent to Riverside's bustling arts and culture scene. Live Nation has extensive experience with operating such historic venues including the Hollywood Palladium, The Wilton in Los Angeles and The Fillmore in San Francisco. The company produces more than 6,000 shows at 70 venues worldwide each year, now including two in Riverside.



***To sign up for future show announcements visit FoxRiversideLive.com.***





## Riversiders proud to call Riverside home

*The Riverside Community Quality of Life Survey results are in and community and civic leaders are learning a lot about the perceptions of Riversiders.*



The survey was conducted in April 2013 by the City of Riverside as a way to measure progress toward the Seizing Our Destiny vision. The purpose of the survey was to gather, analyze and share actionable data about the opinions of Riversiders regarding their quality of life. Highlights of the survey demonstrated both positive perceptions and areas where Riversiders show concern.

“These results confirm what a lot of Riversiders know in their hearts – they love their city and they feel good

about living here,” Mayor Rusty Bailey said. “The survey also provides valuable insight into where we can do better in changing conditions, perceptions or both.”

On the positive side, Riversiders think the city is a good place to raise a family and are happy with the schools and educational opportunities (with positive ratings for the full educational pipeline); they see their community as a good place for affordable living or to locate a business, to be active and healthy, and, by a sizable majority, Riversiders see their community as a good place to enjoy and participate in arts and culture opportunities.

While it is important to celebrate the positive, some of the key feedback identified areas that could still use some attention or have Riversiders concerned. For example, although a strong majority felt Riverside “is a good place to own or operate a business or nonprofit organization,” the perception of Riverside being business-friendly and the awareness of business and entrepreneur resources is not as strong as desired. It is an area that the City, Chambers and organizations such as the Small Business Development Center have made a priority over the past several years; these results indicate that more creative methods of sharing information need to be explored.

The complete report is available to the public at [RiversideSurvey.com](http://RiversideSurvey.com).



## Business First

Riverside’s Business First Program gives small businesses, large companies and budding entrepreneurs the tools, information and guidance they need to be successful. The City of Riverside is proud to have had more than 600 new businesses join the City in the last six months. The City’s Office of Economic Development was happy to have provided assistance in some of those businesses locating in Riverside. [ExploreRiverside.com](http://ExploreRiverside.com)





## Save valuable time and money with ePlan Review



# ePlanReview

Business Ready Riverside is a commitment from the City of Riverside to enhance customer service options and make it easier to do business with the City. One of the first initiatives was the July 1, 2013 launch of ePlan Review, a state-of-the-art online workflow management system.

ePlan Review saves businesses and homeowners valuable time and money during the plan check process by providing an online solution for customers to electronically submit drawings and documents for items normally brought to the Building and Safety or Planning Division counters. This optional online solution provides more streamlined routing and faster communication regarding projects. ePlan Review routes the plans to all applicable City departments allowing for simultaneous review of the project with

all reviewer comments returned to the applicant by email.

Applicants have online access to the system to communicate with staff and if required, new versions are submitted online and the review process starts again until the permit or project is approved. Completed plans and projects are electronically stamped providing applicants immediate notification and online access to download their approved files.

While the fees for plan checks remain in place, use of ePlan Review is free for applicants and accepts all file types for submission.

**For more information and a link to the application visit [RiversideCA.gov/eplans](http://RiversideCA.gov/eplans).**

## Exciting news for Riverside! Convention Center Reopens February 2014.



After a \$45 million dollar renovation and expansion, the 65,000 square foot Riverside Convention Center will open with a Grand Opening and Ribbon Cutting on February 26, 2014 and a Community Open House and Tour on March 1st.

The new venue serves as the only convention center in

western Riverside County and includes an expanded 30,000 square foot exhibit hall and an additional 4,000 square foot banquet room. The Riverside Convention and Visitors Bureau books a wide range of events, from national and international conventions to local conferences and private parties.

The Center has been built with leading-edge technology in exhibit halls, ballrooms and meeting rooms. The sustainable design includes high-efficiency LED lighting, occupant sensors for energy management, recycled materials, and drought-tolerant landscaping. Also on site is a full-service kitchen and full catering service.

With the new Center, downtown Riverside continues to experience its own revitalization and renewal. The Riverside Convention Center is sure to draw visitors from across the globe to Riverside, offering a state of the art meeting location in a charming, welcoming, yet sophisticated and modern atmosphere.



# GREEN PAGE



## Tune in to award-winning Green Power Report

If you haven't tuned in to Riverside Public Utilities' award-winning Green Power Report radio show lately, you're missing some great guests. In 2013, we featured local entrepreneurs, top environmentalists and sustainability experts, and world famous movie stars.

*Catch the broadcasts each Monday night at 6:30 p.m. on AM 590 KTIE The Answer, or log on to [GreenRiverside.com](http://GreenRiverside.com) or iTunes to download past shows.*



## Riverside conservation rebate programs help cut energy cost

It's always the right season to take part in Riverside Public Utilities' conservation rebate programs. They not only pay you back for making your home more efficient, they can also help to lower your utility bills year-round.

**Weatherization** – Installing insulation is one of the most cost-effective ways to quickly improve your home's efficiency. Our Weatherization Rebate Program provides rebates for select exterior wall and attic insulation, duct and house envelope sealing and more.

**Energy Star** – If you have older, inefficient appliances in your house, upgrade them with new, high efficiency Energy Star rated ones. Great rebates are available on a variety of qualifying products including: dishwashers, high efficiency clothes washers, ceiling fans, refrigerators, televisions, and more.

**Pool Saver** – Whether you use your pool in the winter or not, you still have to run the pool pump to keep it clean. But older motors can waste energy and money. Install a new, high-efficiency pump in your pool or spa and receive a rebate.

**WBIC** – It's raining out, but your sprinkler system turns on anyway. That's a waste of water. Avoid this by installing a Weather-Based Irrigation Controller (WBIC) that can automatically adjust watering schedules.

**For complete details on these and other rebate programs offered for customers of Riverside Public Utilities visit [GreenRiverside.com](http://GreenRiverside.com).**



# COMMUNITY CALENDAR

## January

- 11**  
**Downtown Farmers Market**  
Downtown  
8 a.m.  
For more info call 826-5481
- 15**  
**Read with the Mayor**  
Eastside Library  
5 p.m.  
For more info visit [riversideca.gov/mayor](http://riversideca.gov/mayor)
- 20**  
**Martin Luther King Jr. Walk-A-Thon**  
Stratton Community Center  
10 a.m. – 1 p.m.  
For more info call 826-5355
- 23**  
**Mayor's State of the City Address**  
Riverside Auditorium and Events Center  
5:30 p.m.  
For more info call 683-7100
- 25**  
**Riverside Lunar Festival**  
Mission Inn and Lemon  
10 a.m. – 7 p.m.  
For more info call 453-3548
- 30**  
**GRCC Mega Mixer**  
Galleria at Tyler  
4:30 – 7:30 p.m.  
For more info call 683-7100
- Bill Engvall**  
Fox Performing Arts Center  
8 p.m.  
For more info call 779-9800
- 31**  
**Man of La Mancha**  
Fox Performing Arts Center  
8 – 10 p.m.  
For more information call 779-9800

## February

- 1**  
**Downtown Farmers Market**  
Downtown  
8 a.m.  
For more info call 826-5481
- Man of La Mancha**  
Fox Performing Arts Center  
8 – 10 p.m.  
For more information call 779-9800
- 2**  
**First Sundays**  
Downtown  
1 – 4 p.m.  
For info visit [riversideca.gov/museum](http://riversideca.gov/museum)
- 6**  
**Winter Exhibition Celebration**  
Riverside Art Museum  
5 p.m.  
For info visit [riversideartmuseum.org](http://riversideartmuseum.org)
- Arts Walk**  
Downtown  
6 – 9 p.m.  
For more info call 682-6737

- 8**  
**Downtown Farmers Market**  
Downtown  
8 a.m.  
For more info call 826-5481
- 9**  
**Amazing College Race**  
Downtown  
2 – 5 p.m.  
For more info call 826-5481
- 12**  
**Read with the Mayor**  
Main Library  
11 a.m.  
For more info visit [riversideca.gov/mayor](http://riversideca.gov/mayor)
- 22**  
**Third Annual Health Fair**  
César Chávez Community Center  
8 a.m.  
For more info call 801-2570
- Dickens Festival**  
Main and 9th Street  
10 a.m. – 5 p.m.  
Pre-ball reception 5:30 – 7:30 p.m.  
For more info call 781-3168
- 23**  
**Dickens Festival**  
Main and 9th Street  
10 a.m. – 5 p.m.  
For more info call 781-3168
- 26**  
**Riverside Convention Center Grand Opening**  
3637 5th Street  
5 p.m.  
For info visit [riversidecvb.com](http://riversidecvb.com)
- 28**  
**The Sound of Music**  
The Box  
7:30 p.m.  
For info visit [riversideblackbox.com](http://riversideblackbox.com)

## March

- 1**  
**Riverside Convention Center Community Open House**  
3637 5th Street  
10 a.m. – 2 p.m.  
For info visit [riversidecvb.com](http://riversidecvb.com)
- 2**  
**First Sundays**  
Downtown  
1 – 4 p.m.  
For info visit [riversideca.gov/museum](http://riversideca.gov/museum)
- The Sound of Music**  
The Box  
3 p.m.  
For info visit [riversideblackbox.com](http://riversideblackbox.com)
- 6**  
**Chief's Breakfast**  
Mission Inn  
6:45 a.m.  
For info visit [riversidepolicefoundation.org](http://riversidepolicefoundation.org)
- Arts Walk**  
Downtown  
6 – 9 p.m.  
For more info call 682-6737

- 8**  
**Adal Ramones**  
Fox Performing Arts Center  
8 p.m.  
For more information call 779-9800
- 9**  
**West Side Story**  
Fox Performing Arts Center  
2 p.m. & 7 p.m.  
For more information call 779-9800
- 12**  
**Read with the Mayor**  
Arlanza Library  
4 p.m.  
For info visit [riversideca.gov/mayor](http://riversideca.gov/mayor)
- 16**  
**The Pink Floyd Experience**  
Fox Performing Arts Center  
8 p.m.  
For more information call 779-9800
- 19 & 20**  
**Grow Riverside Citrus & Beyond Conference**  
Riverside Convention Center  
7:30 a.m. – 6 p.m.  
For info visit [growriverside.com](http://growriverside.com)
- 28**  
**A Capella Sing-Off Live Tour**  
Fox Performing Arts Center  
8 p.m.  
For more info call 779-9800

## April

- 3**  
**Arts Walk**  
Downtown  
6 – 9 p.m.  
For more info call 682-6737

- 5**  
**Downtown Farmers Market**  
Downtown  
8 a.m.  
For more info call 826-5481
- 6**  
**First Sundays**  
Downtown  
1 – 4 p.m.  
For info visit [riversideca.gov/museum](http://riversideca.gov/museum)
- 17**  
**Read with the Mayor**  
Casa Blanca Library  
5:30  
For info visit [riversideca.gov/mayor](http://riversideca.gov/mayor)
- 19**  
**Downtown Farmers Market**  
Downtown  
8 a.m.  
For more info call 826-5481
- Annual Salute to Veterans Parade**  
Downtown  
10 a.m. – Noon  
For more info call 687-1175
- 23**  
**Beauty and the Beast Jr. Auditions**  
Riverside Youth Theatre  
4 p.m.  
For info visit [riversideyouththeatre.org](http://riversideyouththeatre.org)
- 26**  
**Downtown Farmers Market**  
Downtown  
8 a.m.  
For more info call 826-5481
- Foxy! Dancing with the Stars IE Edition**  
Fox Performing Arts Center  
5 p.m.  
For info visit [iamjgf.org/foxy2014](http://iamjgf.org/foxy2014)

## May

- 1, 2 & 3**  
**Macbeth**  
Landis Theater  
7 p.m.  
For more info call 222-8100
- 3**  
**La Sierra Relay for Life (American Cancer Society)**  
La Sierra High School  
9 a.m.  
For a list of all Riverside Relay for Life fund raising events, visit [relayforlife.org](http://relayforlife.org)
- 4**  
**First Sundays**  
Downtown  
1 – 4 p.m.  
For info visit [riversideca.gov/museum](http://riversideca.gov/museum)
- 15**  
**Read with the Mayor**  
Arlington Library  
11:30  
For info visit [riversideca.gov/mayor](http://riversideca.gov/mayor)
- 16**  
**Wayne Brady**  
Fox Performing Arts Center  
8 p.m.  
For more information call 779-9800
- 24**  
**12th Annual Chili Cook-Off**  
Arlington Village  
9:30 a.m.  
For info visit [riversidechilicookoff.com](http://riversidechilicookoff.com)

Calendar is subject to change.

Please confirm event information prior to participation.

Riverside  
**EH**  
ENDING HOMELESSNESS

WALK TO END HOMELESSNESS

April 12, 2014  
2880 Hulen Place, Riverside, CA

The goal of this event is to raise \$30,000 for the proposed laundry and shower facility at the Riverside Homeless Service Campus on Hulen Place. Participants will tour the homeless service campus and meet homeless service providers.

• Registration	6:30 a.m.	Registration fee :
• Presentation	7:45 a.m.	\$30 if registered by FEB 28th
• Walking begins	8:00 a.m.	\$35 after FEB 28th

EndHomeless.info





TO SUBMIT EVENTS AND SEE MORE DETAILED INFORMATION ON RIVERSIDE EVENTS CHECK OUT [RiversideCA.gov/calendar](http://RiversideCA.gov/calendar)

EXPLORE RIVERSIDE.COM

WINTER/SPRING 2014



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## Explore Riverside

Spring 2014

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CITY OF RIVERSIDE PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT

# Activity Guide

WINTER/SPRING 2014



Riverside Sings Competition



Teen/Adult Classes



Youth Sports Activities



NEW Registration System